

Manovich

- New media is:
 - Numerical Representation
 - Modularity
 - Automation
 - Variability
 - Transcoding

Manovich

- New media isn't (necessarily):
 - Analog>Digital
 - Perfect copies
 - interactive

Manovich

- How does this hold up 10 years later?

Parts of a Work of Art

F-C-C

- Form
- Content
- Context
- content is "what" the work is (about), while form and context are "how" the work is and "in what circumstances" the work is

Form

- The constituent elements of a work of art independent of their meaning
- Elements and principles of art
- Formal qualities

Form



Content

- includes literal iconography; straightforward subjects and imagery; and describable facts, actions, and/or poses
- the basic genres (history, mythology, religion, portraiture, landscape, still-life)

Ingres *Napoleon Enthroned*



Primary: richly dressed individual sitting on a throne

Secondary: megalographic portrait of a particular political figure, identifiable as Emperor by the various attributes, and given extra dignity by stylistic treatment, not to mention compositional allusion to Phidias's Olympian Zeus

Context

- The varied circumstances in which a work of art is (or was) produced and/or interpreted
- Three levels of complexity:
 - Primary
 - Secondary
 - Tertiary

Guy Ben-Ner

Stealing beauty



Context

- Primary-That which pertains to the artist: attitudes, beliefs, interests, and values; intentions and purposes
- Secondary-The circumstances of the production (religious, political, academic, etc.)
- Tertiary-The circumstances of its reception (museum, book, television, etc.)

Form

- Elements and Principles of Design
- Slightly different for 2 and 3D and New Media
- Slightly different depending on which text one uses
- All work can be described in these terms, though some work lends itself to other types of analysis (Content, context)

Elements

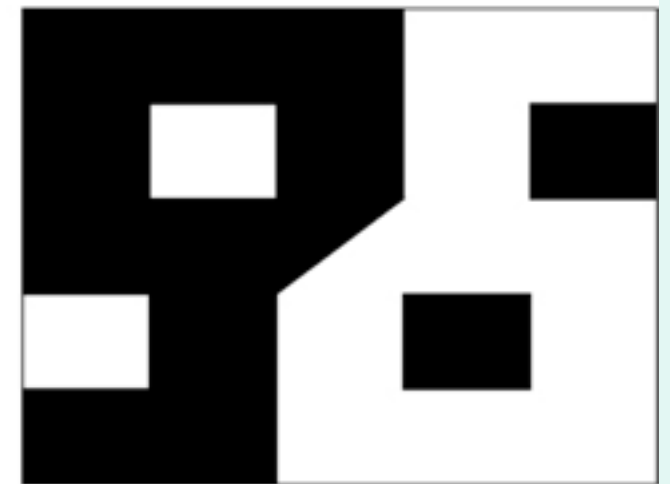
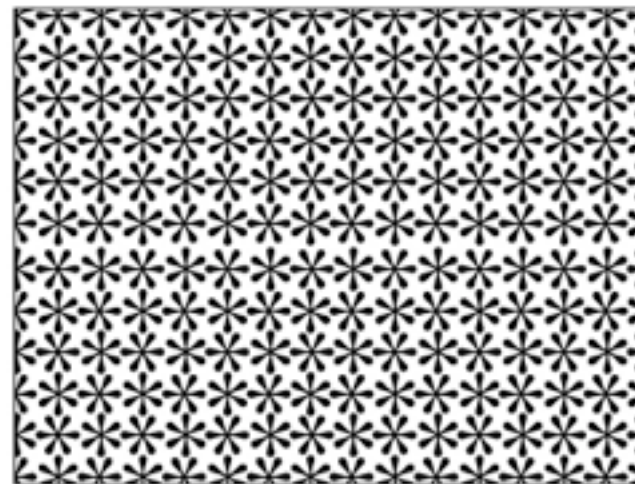
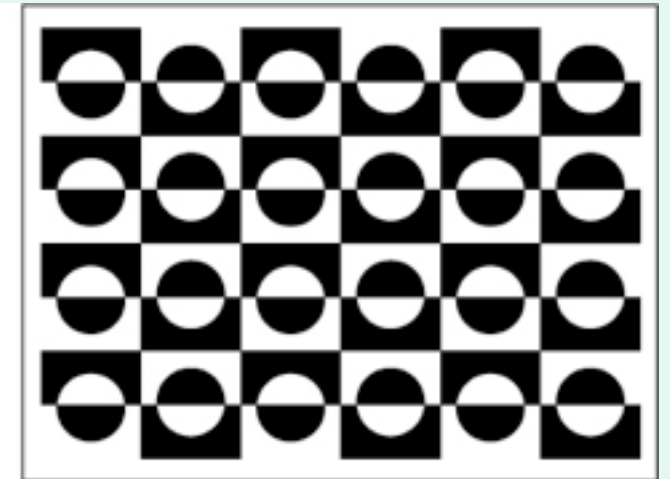
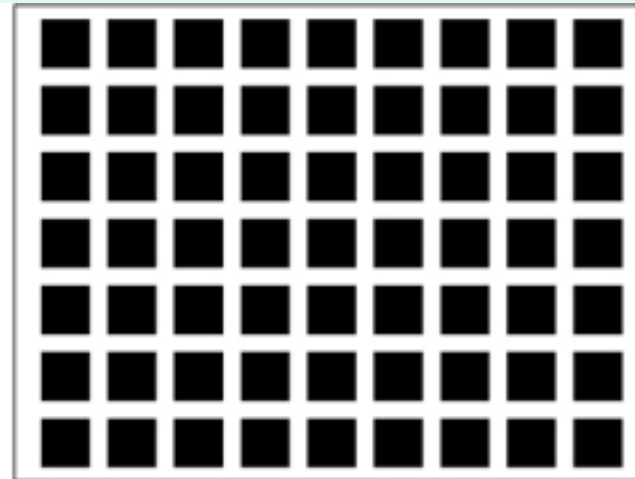
- The physical parts of a work of art or design
- 2D
 - **Line** path of a point
 - **Shape** perceivable area
 - **Value** relative light and darkness
 - **Color** [basic color theory](#)
 - **Space** (2D) height, width and [the illusion of depth](#)
 - **Texture** actual or simulated tactile quality

Principles

- How the elements are used
- Like a recipe
 - Elements are ingredients
 - Principles are directions
- 2D
 - **Scale** overall size
 - **Proportion** relative size within the work
 - **Unity** repetition > rhythm > pattern > unity
 - **Balance** symmetrical or asymmetrical
 - **Direction** gesture, direction of gaze, etc., that moves your eye over composition
 - **Emphasis** dominance hierarchy created by scale, color, etc.

Unity

- Repetition, Rhythm, Pattern





Emphasis

